

University Examinations 2012

EXAMINATION FOR THE DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

UCU 100: Business Communication

DAY&DATE: MONDAY 13TH AUGUST 2012

TIME: 2 HOURS 2.00 P.M. – 4.00 P.M.

INSTRUCTIONS:

ANSWER QUESTION ONE (COMPULSORY 25MARKS) AND ANY OTHER THREE QUESTIONS (EACH 15 MARKS)

QUESTION 1

Read the case below and use it to answer question a and b

CASUAL DINING RESTAURANT

One common complaint employee's voice about supervisors is inconsistent messages – meaning one supervisor tells them one thing and another tells them something different.

Barry is a 27-year old who is a foodservice manager at Casual Dining Restaurant. Barry is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 years old to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language.

Barry is ServSafe® certified and tries his best to keep up with food safety issues in the kitchen but he admits it's not easy. Employees receive "on the job training" about food safety basics (for example, appropriate hygiene and hand washing, time/temperature, and cleaning and sanitizing). But with high turnover of employees, training is often rushed and some new employees are put right into the job without training if it is a busy day. Eventually, most employees get some kind of food safety training. The owners of the restaurant are supportive of Barry in his food safety efforts because they know if a food safety outbreak were ever linked to their restaurant; it would likely put them out of business. Still, the owners note there are additional costs for training and making sure food is handled safely.

One day Barry comes to work and is rather upset even before he steps into the restaurant. Things haven't been going well at home and he was lucky to rummage through some of the dirty laundry and find a relatively clean outfit to wear for work. He admits he needs a haircut and a good hand scrubbing, especially after working on his car last evening. When he walks into the kitchen he notices several trays of uncooked meat placed in the kitchen area. It appears these have been placed at room temperature for

quite some time. Barry is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practice food safety.

Barry has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words: KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS AND OFTEN. All employees are given a thermometer when they start so that they can temp food. Hand sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands frequently.

Required

Using examples from the case answer the following questions:

- a) Describe **Five** communication barriers Barry faces? (15 Marks)
- b) Discuss the solutions Barry might consider in addressing each of these barriers? (10 Marks)

QUESTION 2

In a business organization there are many channels of communication to choose from.

- a) Outline **Five** formal channels of internal communication that exist within an organization. (5 Marks)
- b) Xiang has been appointed chairperson in Xho Yu business organization consultancy. Xiang has been asked by the management to chair the first meeting in the consultancy. Discuss six main tactics that xiang would have todo. (10 Marks)

QUESTION 3

- a) Identify **Three** documents needed to conduct a formal meeting effectively (3 Marks)
- b) Discuss **Six** main tasks and responsibilities of a chairperson in a meeting? (12 Marks)

QUESTION 4

Panel interviews are commonly used in organizations to select candidates to fill various positions as they fall vacant.

- a) Highlight **Three** advantages and two disadvantages of panel interviews. (5 Marks)
- b) Nightingale suppliers of business machines have opened a new branch at Zenudu County. You have been appointed on the interview panel to help recruit new staff for the company. Using five points, describe how you would prepare to conduct the interview. (10 Marks)

QUESTION 5

- a) For an advertisement to be effective, it must possess certain basic characteristics. Explain. (5 Marks)
- b) Information Technology (IT) has widened the channels of external communication for an organization. Discuss five IT based channels of external communication (10 Marks)

QUESTION 6

- a) List down the 7 C's of communication (7 Marks)
- b) With the aid of a diagram and examples, explain how formal communication flows in an organization. (8Mark)